

COMPETITIVE COMMUNICATIONS GROUP

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CLERK OF THE  
EXECUTIVE SECRETARY

February 7, 2000

Mr. David Wadell  
Executive Secretary  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, Tennessee 37219

RE: Pre-Filed Testimony for Maverix.net, Inc., Docket 99-00946

On behalf of Maverix.net, Inc., enclosed for filing with the Tennessee Regulatory Authority are an original and thirteen (13) copies of the Pre-Filed Testimony of James Kalishman in Docket 99-00946.

To confirm receipt of this filing please date stamp the enclosed copy of this transmittal letter and return it in the self-addressed, stamped envelope provided. Questions concerning this filing may be directed to the undersigned on 301-842-1437.

Respectfully submitted,



Terri K. Firestein  
Consultant  
Competitive Communications Group

On behalf of

Maverix.net, Inc.

Enclosures

10806 Garrison Hollow Road, Clear Spring, Maryland 21722

**POSTED**  
2-8-2000

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EXECUTIVE SECRETARY

**BEFORE THE  
TENNESSEE REGULATORY AUTHORITY**

Docket No. 99-00946

**IN RE:       MAVERIX.NET, INC.**

Application for a Certificate to Provide Competing Local and  
Intrastate Interexchange Telecommunications Services

PRE-FILED TESTIMONY OF JAMES KALISHMAN

ON BEHALF OF

MAVERIX.NET, INC

February 7, 2000

**POSTED**  
2-8-2000

**Q: Please state your name and business address.**

**A:** My name is James Kalishman. My business address is 20 South Clark, 28<sup>th</sup> Floor, Chicago, Illinois 60603.

**Q: By whom are you employed and in what capacity:**

**A:** I am President of Maverix.net, Inc.

**Q: Please briefly describe your background and qualifications.**

**A:** Prior to joining Maverix.net, Inc. I was Director-Product Management at 21<sup>st</sup> Century Telecom Group where I oversaw the development, pricing, packaging and marketing of the company's voice, video and data products. 21<sup>st</sup> Century, a \$300 million venture-capital backed telecommunications company was the first facilities provider to offer a converged product over one network to the residential and business market in Chicago, Illinois. I was with 21<sup>st</sup> Century for one year. Prior to that I was Manager-Marketing Programs with Ameritech's high-tech cable TV division, Ameritech New Media. I lead in the start up of the division and helped make it the most successful competitive cable TV provider in the country. I was with Ameritech New Media for two years. I graduated from J.L. Kellogg Graduate School of Management at Northwestern University in 1994 where I earned a masters degree in Marketing. I earned my bachelor's degree in Economics from Tulane University in 1989.

**Q: For whom are you testifying in this matter?**

**A:** I am testifying on behalf of Maverix.net, Inc.

**Q: Please provide a description of your company?**

**A:** Maverix.net, Inc., Inc. is a telecommunications company that provides competitive high-speed digital communications technologies for non-switched, local exchange and interexchange services. Corporate headquarters are located in Chicago, Illinois. The Customer Service and Operational departments are located in Chicago, Illinois. Maverix.net, Inc. is a privately-owned company incorporated under the laws of the state of Delaware. Maverix.net, Inc. received its certificate of authority to transact business in Tennessee on November 3, 1999. Maverix.net, Inc. will market its services under the trade name Maverix.net, Inc.

**Q: What is the purpose of your testimony?**

**A:** The purpose of my testimony is to support the grant to Maverix.net, Inc. of authority to provide resold and facilities-based local exchange and interexchange service within the State of Tennessee. Additionally, to illustrate to the TRA that Maverix.net, Inc. is well-qualified financially, technically and managerially to provide the services for which it seeks authority within the State of Tennessee.

**Q: Are you familiar with the Application submitted by Maverix.net, Inc. to this Commission?**

**A:** Yes.

**Q: Do you ratify and confirm the statements made therein?**

**A:** Yes.

**Q: What type of service does Maverix.net, Inc. propose to provide within the State of Tennessee?**

**A:** Maverix.net, Inc. proposes to provide high-speed digital data communications for non-switched local and interexchange services. Maverix.net, Inc. will support direct dial calling, toll free calling, operator assisted calling, directory assistance, emergency 9-1-1 calling and connectivity to the Telecommunications Relay Service at such a time as it implements voice services.

**Q: How will Maverix.net, Inc. provide its services in Tennessee?**

**A:** Maverix.net, Inc. intends to utilize xDSL technology by collocating in incumbent central offices and purchasing unbundled network elements, specifically xDSL loops. Maverix.net, Inc. has completed the process of notifying the Local Exchange Carrier (Bell South) and negotiating appropriate resale and interconnection agreements.

**Q: In what areas of the State does Maverix.net, Inc. propose to provide service?**

**A:** While Maverix.net, Inc. has asked for authority to provide local services throughout the State of Tennessee, its primary markets will be the BellSouth exchanges. The specific exchanges will be listed within the Local Exchange Service Tariff that will be filed prior to the provision of service.

**Q: Is Maverix.net, Inc. currently providing service in any other state?**

**A:** Maverix.net, Inc. is operating in Missouri and has applied to the appropriate state Commissions to provide local services in the states of Illinois, Wisconsin, Arkansas, Kansas, Texas, Oklahoma and Tennessee. Approval has been received in Kansas. Maverix.net, Inc.'s application is pending in the remaining states. Maverix.net, Inc. is in the process of filing in Kentucky, Mississippi, Louisiana, Ohio, Indiana, Michigan, Nebraska, South Dakota and Iowa.

**Q: Does Maverix.net, Inc. have adequate access to capital necessary to provide the Tennessee intrastate services it proposes to offer?**

**A:** Yes,

**Q: Will Maverix.net, Inc. provide its own billing services?**

**A:** Maverix.net, Inc. purchased billing software from the billing software vendor Portal. Their reputation is nationally known. The invoices are prepared at corporate headquarters in Chicago with sufficient detail so that customers can understand what they have purchased and for what price/rate. The billing system is capable of convergent billing so that all of the Maverix.net, Inc. services the customer subscribes to are listed on a single bill.

**Q: What procedures has Maverix.net, Inc. put in place to ensure that new customers have affirmatively selected its services?**

**A:** Maverix.net, Inc. has developed a procedure for assuring that new customers have affirmatively selected its services. All new customer orders require a written Letter of Authorization (LOA), signed by an authorized party. Training is provided to personnel in sales and order entry to ensure that no customer is ever obtained through any means that is questionable. Maverix.net, Inc. has adopted a strict, no-tolerance policy against “slamming”.

**Q: Does Maverix.net, Inc. have a toll-free customer service number:**

**A:** Maverix.net, Inc. provides its customers with a toll-free customer service number, 877-628-3749 (877-MAVERIX). Customers can call the toll-free number 24 hours a day, seven days a week for prompt and courteous service. Maverix.net, Inc. customer service representatives are prepared to respond to a broad range of service matters; including the types of services offered, billing questions, concerns pertaining to the customer’s current service and general telecommunications matters. In addition the Maverix.net, Inc. technical staff is available to address technical problems or issues.

**Q: Who is the Commission's point of contact for customer service issues?**

**A:** I, James Kalishman will be the Commission's point of contact for customer service issues during these proceedings. I can be contacted at 312-224-3100. Prior to launching service in Tennessee Maverix.net, Inc. intends to fill the position of Customer Service Manager.

**Q: How will Maverix.net, Inc. handle customer complaints?**

**A:** Customers with complaints will have a customer service representative as their first point of contact. Customer service representatives have been trained to respond to usual and customary customer complaints. They are trained to understand complexity of complaints and will direct calls to appropriate people within the company. The customer service representative tracks whether or not the customer has been satisfied with the complaint resolution. At all times, Maverix.net, Inc.'s policy is to treat customers with respect and understanding.

**Q: Has any state ever denied Maverix.net, Inc. authority to provide service for any reason?**

**A:** No

**Q: Will Maverix.net, Inc. abide by all applicable Commission rules and regulations?**

**A:** Yes. Maverix.net, Inc. will abide by all Tennessee rules and regulations applicable to new entrants that are currently in place or adopted in the future.



**Q: How will the public interest be served by approving this Application?**

**A:** The objective of the Federal Telecommunications Act of 1996 is to foster the development of competition for the ongoing benefit of consumers. The telecommunications industry is growing and changing at an impressive pace. Maverix.net, Inc.'s entry into the local market will enhance competition and therefore, benefit both business and residential customers. The demands of a competitive market provide for affordability of services and an assurance of quality service. Service providers who offer competitive pricing, innovative products, and excellent customer service will thrive within the market place. Consumers will have choices of what service provider best meets their needs. Companies that do not provide service that meets the customer expectations can expect to lose market share and ultimately, be eliminated from the industry. In addition, Maverix.net, Inc. proposes to serve both residential and business customers so that all classes of customers can benefit from the evolving competitive market. Competing service providers will be required to be innovative, improving the efficiencies of operation, thereby reducing costs that can be passed on to consumers.

**Q: Does this conclude your testimony?**

**A:** Yes, thank you.


**VERIFICATION**

STATE OF MARYLAND            )  
  )  
COUNTY OF PRINCE GEORGES )

Terri K. Firestein, being first duly sworn, deposes and says: That she is the consultant for James Kalishman and Maverix.net, Inc., the applicant in the above proceeding, that she has read the foregoing pre-filed testimony, and knows the contents thereof; and that she is authorized by James Kalishman and Maverix.net, Inc. to verify that the contents of the pre-filed testimony are true and correct.

  
\_\_\_\_\_  
Terri K. Firestein

Subscribed and sworn to before me this 7<sup>th</sup> day of February, ~~1999~~ 2000.

  
\_\_\_\_\_  
Notary Public

My Commission Expires: 8-01-01